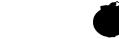
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ABSTRACT OF THE DISCLOSURE

A method and system for pointing a Internet user requesting access to content on a particular web site to one of a plurality of content servers associated with that web site based on one or more cost measurements associated with serving said content. The identification of the web site is mapped to the content servers associated with that web site. The user's IP address is then mapped to a particular content server based on a cost function and the IP address of the selected content server is provided to the user.